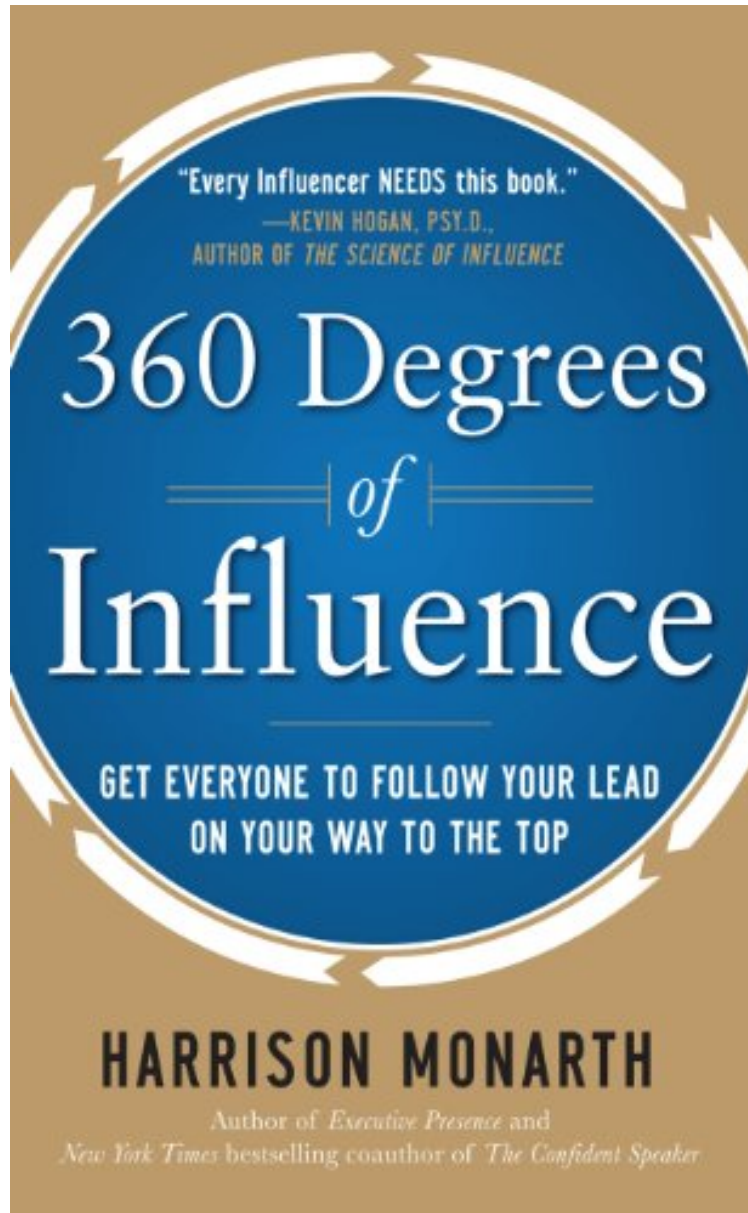


[Free pdf] 360 Degrees of Influence: Get Everyone to Follow Your Lead on Your Way to the Top

## 360 Degrees of Influence: Get Everyone to Follow Your Lead on Your Way to the Top

Harrison Monarth

ePub | \*DOC | audiobook | ebooks | Download PDF



[Download](#)

[Read Online](#)

#981567 in eBooks 2011-12-09 2011-12-09 File Name: B005NASH2U | File size: 29.Mb

**Harrison Monarth : 360 Degrees of Influence: Get Everyone to Follow Your Lead on Your Way to the Top** before purchasing it in order to gage whether or not it would be worth my time, and all praised 360 Degrees of Influence: Get Everyone to Follow Your Lead on Your Way to the Top:

11 of 12 people found the following review helpful. Persuading others to follow

**By John Gibbs**The power of knowing how others make decisions and lean towards choices can help us influence connected behaviours for mutual good, according to Harrison Monarth in this book. Effective influence relies on our understanding of why people resist change even when an idea or opportunity serves their interests. The book goes on to discuss:

- \* Different kinds of intelligence, including social intelligence and emotional intelligence, and how you can improve your personal influencing skills
- \* Different types of resistance to new ideas, and how to overcome them
- \* Empathy, and how to listen actively and discover what really motivates people
- \* Decision making processes and how to avoid common decision-making traps
- \* How to use context and structure complex choices to influence decisions in a positive way
- \* How to understand an organization's political culture and use political influence to achieve organizational goals
- \* Executive presence and the art of persuading bosses to accept your way of thinking
- \* Gender differences in leadership styles and gender-related influence challenges
- \* Public relations and management of organizational reputation
- \* Framing issues and telling stories which paint clear and powerful images
- \* Personal branding

In summary, the author has provided a useful compilation of information relating to influence, gathered from a number of different sources. There is plenty of helpful information in this book for anyone who is seeking to acquire greater influence. Although those wishing to use influence for purely selfish motives will find some assistance here, the book is primarily directed towards the use of influence for ethical purposes.

1 of 2 people found the following review helpful. Read and then bought

**By Keith Kendall**I finished reading this book today (2012.07.17), and immediately began rereading it. I have been impressed with the solid information in it. It's not new material, but presented in a new and compelling manner. When it came due at the library, I bought a Kindle edition of it. This is a book that I want in my library. It is the first Kindle book that I have paid the outrageously high new book price for an electronic copy. Generally I get Kindle classics for \$0 or perhaps a few \$. Not that I think books are overpriced. I feel that paying something like 75% of the hard cover price is ridiculous. However, in this case I was glad to do it. I like the ability to highlight with ease and remove the highlight just as easily. Thus, I do a lot more highlighting in electronic books than in printed copies.

When I started reading it, I wasn't quite sure where to classify it. (It's Dewey Decimal number 158.4.) But partway into the book, it self-identified itself as one of hundreds of business books published annually. That gave me a niche to classify what I learn from it. It feels much broader than that. It felt more like a book on how to get along in life in and out of business. It gives enough theory to give a basis for understanding, but not so much that the reader gets bogged down waiting for the author to make the point. I would love to quote from some of the better parts of this book, but there are just too many good parts in there. When I read a book like this, I want to go read other books by the same author. Thus, my list of books to read continues to grow faster than I can read them. Some authors are a one horse show, but this one demonstrates an interesting diversity. I wonder if he is a Toastmaster.

4 of 4 people found the following review helpful. If you're looking to learn the art of influencing leading others, start with this book

**By Jovanka Ciales**Every professional knows how important it is to influence prospects, clients, bosses and subordinates. There are many theories and schools of thought regarding how to do just that and I have found that this book offers some of the best information available today.

When I started to read, I found it hard to put the book down. The author described each session in a clear yet concise way, with plenty of references to persuade even the most skeptic while making it a very interesting read. It is clear that he is an expert in his field.

The beauty of this book is that its lessons are not limited to the corporate world. As an entrepreneur and small business owner, my primary goal is learning how to turn prospects into clients and clients into repeat customers. I found this book very relevant to my needs and goals (and those of my clients). The chapters on learning what people care about (chapter 4) and using your words to influence and change people's minds (chapter 11) were particularly helpful to me.

If you're looking to learn the elusive art of influencing and leading people, make sure that you start by reading this book.

**SPREAD YOUR INFLUENCE FOR TRUE LEADERSHIP SUCCESS**

The extraordinary power of influence is now within everyone's reach. Recent graduates, executive assistants, project managers, and business leaders can all benefit from Monarth's simple steps for getting everyone to follow your lead.

**MARSHALL GOLDSMITH**, million-selling author of the New York Times bestsellers *MOJO* and *What Got You Here Won't Get You There*

Monarth's monograph is must reading for everyone who needs to build their personal brand and sell themselves—which is, of course, everybody.

**JEFFREY PFEFFER**, Ph.D., professor, Stanford Graduate School of Business, and author of *Power: Why Some People Have It and Others Don't*

Your ability to influence and persuade others is the single most important skill for success in business and leadership—and this book shows you how with simple, powerful, practical, and proven techniques.

**BRIAN TRACY**, author of *Full Engagement*

Finally! A book about influence that doesn't tell you how to impose your position on others but rather illuminates ways to build authentic relationships that are mutually beneficial. Truly a 21st-century approach to a critical skill.

**LOIS P. FRANK EL**, Ph.D., author of *Nice Girls Don't Get the Corner Office* and *Nice Girls Just Don't Get It*

*360 Degrees of Influence* breaks new ground. Harrison Monarth writes with flair, passion, and insight. Even seasoned professionals will find his advice practical and invaluable.

**HARRY MILLS**, Managing

Director of The Mills Group and author of *Artful Persuasion* and *The StreetSmart Negotiator* About the Book: Leadership doesn't have to be a top-down proposition. In fact, the best leaders influence those who are below and above them, as well as people external to the organization, such as customers and partners. This 360 degrees of influence is what separates the good leader from the great leader. Founder of the global executive coaching firm GuruMaker, Harrison Monarth makes a living helping top figures in business and politics hone their influencing, communication, persuasion, impression management, and media skills. He teaches leaders how to operate without relying on spin or manipulation. Now, in *360 Degrees of Influence*, Monarth provides everything you need to gain the trust and respect of those around you; no matter where they're positioned in the organizational hierarchy; and expand your influence well beyond your immediate environment. Providing valuable insight into human emotion and behavior, Monarth reveals the secrets to becoming the most psychologically astute person in the room; so you can be the most influential leader in the room. Learn how to: Assess your current influencing power Overcome resistance to your ideas and proposals Know what people are thinking and feeling; even better than they do Avoid the most common decision-making pitfalls Create an influence strategy tailored to your organization's hierarchy In addition to sharing insight he has gleaned during years of coaching leading executives, Monarth includes practice exercises, checklists, self-evaluations, and worksheets to help you tackle the challenge of influence and leadership head on. Right now, one of your own counterparts might be exerting influence over you and your boss. You can do the same thing. Apply the lessons of *360 Degrees of Influence* to place yourself in the best possible position to lead the leaders.

About the Author Harrison Monarth is the author of *Executive Presence* and founder and President of GuruMaker, a global communications consulting firm that coaches Fortune 500 executives, politicians, and other high-level professionals. He has personally coached members of the U.S. Senate and U.S. House of Representatives, as well as executives from Pepsico, The Ritz-Carlton, Merrill Lynch, American Heart Association, IBM, Hertz, Cardinal Health, Cisco Systems, and Intel.